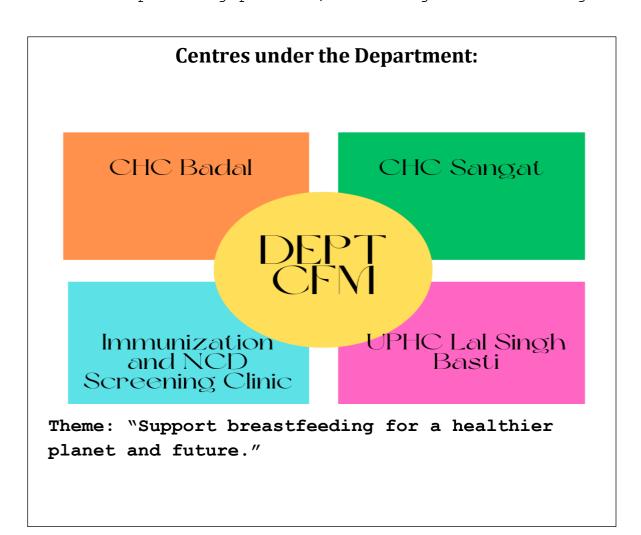
## DEPARTMENT OF COMMUNITY AND FAMILY MEDICINE AIIMS BATHINDA



The focus is on awareness, education, outreach, capacity-building, and partnerships, aligned with the 2025 global theme:

"Empowering parents, enabling breastfeeding."



## Activities planned

Day	Date	Centre	Activity
Friday	1/8/25	CHC Sangat CHC Badal Immunization clinic Community/Institution	<ul> <li>Health talk with         ASHA/ANM/CHO on         "Benefits of         breastfeeding and its         promotion"</li> <li>Health education         release with QR code</li> <li>Breast feeding and cancer         awareness</li> </ul>
Saturday	2/8/25	UPHC Lal Singh Basti Immunization clinic	Health talk on "Benefits of breastfeeding and its promotion" "Breast feeding myths vs facts"
Monday	4/8/25	CHC Sangat	<ul> <li>Breastfeeding corner Inauguration</li> <li>One-to-One Counselling: Lactation support by residents.</li> </ul>
Tuesday	5/8/25	CHC Sangat	<ul> <li>Healthy baby         Competition     </li> <li>Role of family in supporting breastfeeding.</li> </ul>
Wednesday	6/8/25	CHC Sangat	Quiz in school
Thursday	7/8/25	CHC Sangat/CHC Badal/UPHC Lal Singh Basti Social Media & and	<ul><li>Poster competition in school</li><li>Short Videos/Reels:</li></ul>
		Digital Outreach	Testimonials of breastfeeding mothers.